

R I V E R R O A D
I M P R O V E M E N T C O R P O R A T I O N

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**Board of Trustee Meeting
December 2, 2010
Columbia Bank
14-01 River Road
Minutes**

Attendance: In attendance were Trustees – Herrmann, Kellerman, Kleinberg, Landzettel, Levine, Malkin, Simon, Spivak and Wrubel (9) and Borough Liaisons – Tedeschi (1). Also in attendance: Smartt and Davis

Unable to attend: Trustees – Alaimo, Belferman, Kuiken, Michelotti, Stratis, (5) Borough Liaison –Stafford (1)

Guests in attendance: None

Call to Order – Landzettel

Welcome Guests

There were no guests in attendance.

Administration

2011 Meeting Calendar

All were provided with a copy of the RRIC 2011 meeting calendar which incorporates the Executive Committee Meetings on the 1st Thursday every month except August with the Full Board Meetings every other month running concurrently with Executive Committee Meetings.

<u>Executive Committee</u>	<u>Full Board</u>
January 6	
February 3	February 3
March 3	
April 7	April 7
May 5	
June 2	June 2
July 7	
September 1*	September 1*
October 6	October 6
November 3	
December 1	December 1

*Thursday preceding Labor Day weekend

Both the Executive and Executive/Full Board meetings are scheduled for 8:00 am and all meetings are at Columbia Bank.

The calendar was approved as presented.

Minutes of the Board of Trustee Meeting of October 7, 2010

The minutes of October 7, 2010 were accepted as presented.

Financial

Rick Kellerman reported that Janice Alaimo is no longer with TD Bank and therefore the Board authorized the cancellation of the \$500 receivable from TD Bank for her TD Bank representative seat on the RRIC Board for 2010.

Voucher Register December 2, 2010

Rick Kellerman, Treasurer, reviewed the voucher register which was accepted as presented.

Financial Report & Balance Sheet as of December 2, 2010

Rick Kellerman, Treasurer, reviewed the financial report and balance sheet which was accepted as presented.

2011 Budget – Executive Committee Recommendations/ Stakeholder Meetings

The Board reviewed a proposed 2011 budget. Bob and Charlie reported that the budget reflects several important points that representatives of the Board have reached in the review of the budget for recommendation to the Board this morning:

- during the first quarter of the year, the RRIC will invite district property owners to consider the implications of the Market Study in determining business strengthening and recruitment strategies for the district. The desire is to establish the parameters of a vision for River Road, and how best to pursue that vision. In the first quarter 2011, the RRIC will hold a district meeting in February – probably a breakfast meeting - offer the annual report and undertake internal and external conversations to identify the vision and pursue it.
- expenses have been allocated in the recommended budget needed to meet RRIC obligations as a non-profit corporation, and to assure the services levels the district needs to operate during the first three months of the year.
- all remaining expenses, with the exception of mandated expenses, such as the audit, which are planned to occur in the remaining three quarters of the year (such as special events, marketing, public relations, maintenance, holiday lights, banners, etc and including administrative services/support) may be reallocated, or reaffirmed, dependent only on the results of the efforts of the first quarter discussions.

The Board approved of the proposed and recommended budget as follows:

REVENUES, Total of \$173,285:

- The total Special Assessment requested of the SID for District operations is \$150,000
- Trustee Contributions are \$3,185
- The Borough Grant request for the Holiday Lighting Electricity is \$800
- Interest Income is projected at \$300
- The remainder of the budget for the district is funded from \$19,000 in RRIC funds

EXPENDITURES, Total of \$173,285:

- Administration & Program Implementation: Professional Financial & Audit Services, Insurance, Clerical Support and Advocacy is \$68,050
- Operations, Appearance: Supplemental Maintenance, Holiday Lighting and Banner Program is \$30,000

- Marketing Programs, Advertising, Public Relations and Planning & Economic Development is \$60,235
- Reserve Fund for Contingency is \$15,000

The budget as approved will be forwarded to Borough Council.

Borough Liaisons Report

Joe Tedeschi reported on the following:

- the status of the borough budget for 2011 and the CAP implications
- the status of the ongoing discussions with Chase Bank regarding the parking lot- the borough noting to Chase Bank - which has deferred real discussion with borough officials to resolve Chase banks' violation of the agreement with the Borough – that if they do not act to resolve this by December 31st, the Borough will resign the lot and take back the Borough's allocation of lot parking spaces – also it being noted in discussion that the site plan agreement granted for the lot ingress/egress for an ATM drive-thru was contingent on the agreement with the Borough for the prior parking standards that were in effect prior to Chase Bank taking over the bank
- the Council has requested that certain outside contractor services accept a 2% reduction in their fees/fee rate for 2011 – amounting to about \$10,000 if all concur with the request

Joe also reported that:

- 'Paychex' – a payroll service firm - has located a regional division in the Mac Cali building on Route 208 and has approximately 140 employees
- tickets are available for the Thursday, December 16th Adopt-a-Soldier Platoon Pasta Dinner Fundraiser at the American Legion from 6:00 p.m. to 8:00 p.m. Tickets are \$10.00 for adults, \$8.00 for Senior citizens and \$6.00 for children. Joe will be doing the cooking.

Programs/Committee Report

Nomination Committee - February 3, 2011 Annual Meeting

Charlie Wrubel noted that the February Meeting is scheduled as the Annual Meeting and is also the meeting for the following actions:

Reappointment of Slate 'C' Trustees: Alaimo/Michelotti/Simon/Sratis/Wrubel

In light of Rick Kellerman's notice that Janice Alaimo is no longer at TD Bank, her name/bank representation will be removed from Slate 'C' reappointments. The Nominations Committee will follow up with Demetrios Sratis to determine his availability to continue to serve on the Board considering Court conflicts he has as an attorney.

Charlie, as committee Chair and as recommended by trustees, will follow up with the following to determine their respective interest in service to the RRIC Board:

1. Bernie Tolsma – Reiner
2. Jeff Wallace – UPS Store
3. John Melissas – Empress Diner

Nomination & Election of Officers and Committee Members At Large

Any trustee interested in serving as an RRIC officer, member-at-large, on the Executive Committee, should let Charlie know. There are nine (9) positions available – 6 officers and 3 members-at-large.

These items will be included on the January Executive Committee Agenda for further review and discussion.

Marketing/Promotions

November & December Marketing Program

Table copies of the November/December advertising program were reviewed.

JGSC Group Market Study: November 3rd Presentation to RRIC Marketing Committee & Market Study Partners & Borough Representatives: Next Steps

The Annual Report and District meeting will be in February – JGSC to provide an updated summarization for inclusion in the Annual Report and for distribution to those business owners and property owners who attend the district meeting. It was noted that Joe Getz of JGSC also offered to meet for such a presentation at a district meeting.

Stu Herrmann noted that he would recommend to the EDC and Chamber that the EDC and Fair Lawn Chamber of Commerce sponsor a town wide business owner/commercial property owner meeting to present the findings of the Market Study. The RRIC noted that they would participate in such a meeting.

Appearance

Holiday Wreaths & Holiday Window Painting

The wreaths have been installed on 90 poles and 41 windows have been decorated.

Proposed Ordinance/Dumpster Screening: EDC Borough wide Meeting - October 20th

Don summarized the conclusions of those who attended the October 20th Borough wide meeting on dumpsters. Those in attendance at that meeting, both business owners and commercial property owners, noted their support for enforcement of current code rather than new ordinance implications. Joe Tedeschi concurred that this is the response that Council representatives are hearing is this regard.

Development/Redevelopment

Former Kondo Property 10-16 River Road

It was noted that this property, formerly owned by David Kondo, has been purchased by Sun Woong Oh of Englewood Cliffs. This facility currently houses the Krausers, Creations Unlimited and Exclusive Barber with 2 units vacant.

Former Bank of America Property 12-01 River Road

Don noted he has recently been contacted by individuals who would like to purchase the property to open a Dairy Queen at this site.

Other

Arthur Levine inquired in regard to Clariant. Updates were provided.

New Business

Chamber of Commerce

Stu Herrmann noted that the Chamber would be relocating their office to the UOPS building on River Road.

Board Meeting Schedule

Executive Committee Meeting: Thursday, January 6, 2011 at 8:00 A.M. Columbia Bank

Board Meeting: Thursday, February 3, 2011 at 8:00 A.M. Columbia Bank

Public Comment

There was no public comment.

Adjournment

The meeting adjourned at 9:35 a.m.

Respectfully submitted,

Rich Davis